



# KARIM DOUAY

DIRECTOR OF SALES & MARKETING

## Nationality

Italian/Egyptian

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## LANGUAGES

- ❖ English
- ❖ Arabic
- ❖ French

## REFERENCES

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## Summary

Offering over 20 years of experience in implementing successful sales strategies and motivating highly galvanized teams to produce significant bottom-line results. Distinguished background in recruiting and developing "A Players" to drive revenue across multiple sales organizations. Adept at designing and executing effective sales strategies to optimize market opportunities. Exemplary communicator with the passion and drive needed to cultivate and foster professional and profitable relationships while maintaining trust.

## Key Competencies & Offerings

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- Performance Management
- Account Alignment
- Compensation Planning
- Global Markets
- Executive Challenge Year-Long Program
- Market/strategy Development
- Succession Planning
- Sales force Optimization
- Multi-Channel Marketing
- Strategic Planning
- Sales Execution
- Team Leadership
- Market/Strategy Market/ Strategy Development
- Change Management
- Global Markets
- Territory Mapping

## WORK EXPERIENCE

**Grand Millennium Business Bay** -Director of Sales & Marketing  
March 2021-Overlooking the sales department, Reporting directly to General Manager  
focusing on All market mainly European & GCC and local Markets  
reorganizing the sales department

- Worked on Re-Introducing and repositioning of the Hotel in the local market
- Increase Hotel Corporate base by 25% as well as groups by 35% for the first year

**Paramount Hotel Dubai (Pre-Opening)** - Executive Director of Sales

February 2019 – February 2021 -Overlooking the Sales Team and reporting Directly to General Manager- Focusing on all markets, especially china, India, Saudi, Kuwait, UK, Germany and Abu Dhabi

Formulated and executed sales strategies to drive sales throughout GCC, China, India, German Market  
Oversaw all aspects of field sales, inside sales, sales training, meetings and convention, managing team performance to achieve sales objectives

- Worked on restructure of sales team and Hotel new data base
- Designed all sales compensation programs to drive sales of key products.
- Analyzed data and competitive intelligence to determine and execute new go to market approach.
- Redefined sales Profile and implemented new sales approach

**Habtoor City Complex:**

**Habtoor Palace LXR Hotel by Hilton** – Complex Director of Sales

July 2018–January 2019 Overlooking the Sales Team and reporting directly to General Manager - Focusing on all markets specially UAE, GCC, China, Indian, USA markets

Designed and implemented sales planes and growth strategies to increase sales of suites. Built and established effective sales teams to drive procedure development at level to enhance relationship and drive sales

- Upgraded the sales team and implemented a new culture of winning
- Achieved average rate of AED 2000 in the month of October
- Implemented new sales strategy to recapture lost clients and grow sales of core customers

**ST. Regis Dubai/W Hotel Dubai /The Westin Dubai-**

CLUSTER Director of Business Development  
October 2016–June 2018- Reporting directly to Commercial Director of Sales & Marketing, overlooking the sales team  
Focus on all markets specially GCC, Chinese, Indian, UAE markets all segments

**EMMAR Hospitality**

**The Address Hotels + Resorts / Armani Hotel Dubai / Vida Hotels + Resorts** - Director of Business Development (Pre-opening & After)

August 2008–September 2016-reporting directly to commercial Director of sales & Marketing

Focus on GCC market. Developing Latin America, Europe and Turkey Lebanese markets, UAE market over all, Indian Market

- Increased group business by 40% than the previous year
- Buildup and increase of GCC business by 50%
- Leisure business have been doubled form

**Dusit Thani Dubai** - Director of Sales – Groups & Leisure  
2004–July 2008

Focus on UAE, GCC, UK markets in all segments

- Increased First year sales by 22% than the previous year
- Redefined sales profile and implemented new sales training program positively impacting performance
- Increasing groups MICE business by 33% than the previous

**Intercontinental Abu Dhabi and Al Ain** – Assistant Director of Sales

2000–2003- Reporting to The Director of Sales & Marketing

Focus on UAE Government, corporate & GCC market

Overlooking the sales team and reporting to Director of Sales & Marketing

Increased business over all by 50% at AL Ain Intercontinental Hotel first year

Over achieving budget by 42% both Hotels

Previous Positions with **Intercontinental Hotel Abu Dhabi**

- Senior Sales Manager
- Sales Manager
- Sales Executive
- Guest Relations In charge

**Hilton Hotel Abu Dhabi**

- Front Office Receptionist

#### EDUCATION

**Glion Institute of Higher Hospitality Education) Switzerland**

Achieving Three years Management Hotel Diploma